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Standardization Service

Bureau of Market News

FEDERAL-STATE MARKET NEWS SERVICE

MARKETING CENTRAL ARIZONA GRAPES BRIEF SUMMARY OF 1966 SEASON

J. C. Keller Local Representative

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Phoenix, Arizona July, 1966

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Information contained in this brief review of the Central Arizona 1966 grape season was compiled mostly from data carried in the daily market reports issued by the Federal-State Market News office at Phoenix, Arizona and from information compiled by the Arizona Fruit and Vegetable Standardization Service at Phoenix, Arizona. Information was also used from Federal-State Market News reports issued at Indio and Fresno, California; Crop Reporting Board of the U. S. Department of Agriculture; Southern Pacific and Sante Fe Railroads; and various other sources. Much of the information is preliminary and subject to revision.

Significant factors during the marketing of the 1966 Central Arizona grape crop were:

- (1) Harvest came off two weeks sooner than the previous season because of much higher temperatures during April, May, June and the first part of July than the previous season.
- (2) There was practically no rain during the harvesting period to hurt quality, whereas during the previous couple of seasons there were scattered light to heavy rainstorms which did hurt quality.
 - (3) Largest bearing acreage on record.
- (4) Poor yields for the third consecutive year with considerable fruit left on vines.
- (5) Largest out-of-State movement on record but below what could have moved had there been a profitable market outlet for the type of grapes left on the vines.
- (6) Slightly higher prices for best quality than the previous season, but low prices and similar lack of demand for other or poorer quality.

Based on information compiled by the Arizona Fruit and Vegetable Standardization Service, bearing grape acreage at harvest time for 1966 totaled 4,168 acres as compared with 4,014 in 1965, 3,752 in 1964, 2,224 in 1963, 1,856 in 1962, and 1,736 in 1961. The average yield per acre, based on movement out-of-state, for 1966 was 246 lugs as compared with 249 in 1965, 210 in 1964, 401 in 1963, 330 in 1962, and 292 in 1961. Movement out-of-state in 1966 amounted to 1,024,415 lugs as compared with 1,000,051 in 1965; 788,576 in 1964; 892,094 in 1963; 613,317 in 1962; and 507,370 in 1961.

F.O.B. shipping point prices for Central Arizona grapes during the 1966 season were again extremely variable, dependent more or less upon time of shipment, variety, quality, and size of berries. Prices at the start of the season, when overall national supplies were light, were higher than during the middle and end of the harvest when more areas came into production and national supplies were heavier. Robins, the earliest variety, but with only a very limited acreage, sold from \$5.00 to occasionally high as \$7.50 per lug. Ferlettes, the next earliest variety sold at \$4.00-6.50. Cardinals, the third variety to start, price opened at \$4.00-5.50 per lug, but the price declined as volume increased and ranged from \$2.75 to \$4.00 much of the season. Thompson Seedless, the most important variety in acreage, started shortly after the Cardinals. Most early trading of this variety was at 3.50-5.50 per lug.

However much of the trading as the season progressed and volume increased ranged \$2.25 to \$4.00. Exotics, the last variety to start, began the season at \$5.00-6.00, with occasional sales higher; but the price gradually declined, ranging \$3.25 to \$5.00 as the season neared its end. On many days, particularly during the last half of the harvest season, when volume increased f.o.b. prices covered only a portion of the volume moved. The balance was consigned, folled unsold, or sent to auctions. As indicated by the low per acre yield, considerable volume was left on the vines for lack of demand.

During the 1966 season, through July 21, auction sales in six large eastern terminal markets averaged \$3.76 per lug, for 68,009 lugs of all varieties. This compares with an average of \$2.96 per lug for 126,000 lugs in 1965. Auction sales during the 1966 season, through July 21 accounted for approximately 7 per cent of the out-of-state movement, whereas during the previous season 13 per cent moved over the auctions. By varieties, auction seasonal average prices for 1966 and 1965, respectively were as follows: Thompson Seedless \$3.37 & \$2.76; Cardinals \$3.43 & \$2.98; Exotics \$4.04 & \$3.13; and Perlettes \$4.46 & \$4.33.

Rail movement for Central Arizona grapes in 1966 totaled 568 cars, and trucks hauled the equivalent of 279 out-of-state for a total 847. This compares with 602 rail and 246 trucks, for a total of 848 in 1965. Trucks for both seasons have been figured on the basis of 1 car to each 1,250 lugs.

Bearing acreage for Central Arizona in 1966 by varieties was as follows: Thompson Seedless 2,972 acres, Cardinals 629, Exotics 322, Perlettes 203, and Robins 42. Yield per acre in lugs was as follows: Thompson Seedless 262, Cardinals 127, Exotics 210, Perlettes 326, and Robins 538. Production in lugs was follows: Thompson Seedless 738,033, Cardinals 112,071, Exotics 82,395, Perlettes 60,66°, and Robins 31,756.

There was again general use of gibberellic acid on the Thompson Seedless variety to increase the size of the berries.

Lugs used during the 1966 season in Central Arizona varied in weight. Thompson Seedless grapes were shipped in 24 and 26 lb. lugs, with more growers using the 24 lb. than the 26 lb. size. Perlettes were shipped in 22 lb. lugs. Cardinals were generally in 24 lb. lugs. Exotics were mostly in 24 lb. lugs, although some were shipped in 22 lb. lugs. There were no crushings of packing house culls and vineyard strippings during the 1966 grape season. There was only one crushing plant in operation during the previous season, and this plant did not open during 1966. During the previous five years the amount crushed ranged from 1700 to 3400 tons, annually.

SHIPPING POINT PRICES CENTRAL ARIZONA, COACHELLA VALLEY, KERN COUNTY, AND CENTRAL SAN JOAQUIN VALLEY GRAPES BY VARIETIES AND DAYS JUNE 1 TO JULY 15

	24 lb. Robins	CENTRAL A 22 lb. Perlettes	24 lb.	24 & 26 lb. Th. Sdls	. 22 lb.	HELLA VLY 22 lb. Cardinals	22 lb. Th. Sdls	KERN 26 lb. 26 lb. 26 lb. Perlettes Cardinals Th.Sdls
	ME	eens took took fages and			6.00-7.00 6.00-7.50 6.00-7.50	, .		
1 2 3 4 5 6 7 8 9 10 11					5.50-8.00			
12 13 14 15 16 17		5.00-5.50			5.50-6.00 5.50-6.00 5.50-6.00	5.00		
43	Exotic (24		4.25-5.00 3.00-5.00 3.00-5.00 2.75-4.50 2.75-4.50	4.00-5.00 3.50-4.50))	4.00-4.75 4.00-4.50 3.75-4.00	5.00-6.50 4.50-5.50 5.50-5.75 4.00-5.25 4.00-5.00	
27 28 29 30 JU	5.00-6.50 5.00-6.00 5.00-6.00 5.00-6.00 LY 4.00-6.00		2.75-4.25 2.75-4.00 2.75-4.00 3.00-4.00	3.00-4.75 3.00-4.50 3.00-4.25	5 5	3.50-4.00 3.50 3.50-3.75	3.50-4.75 3.25-4.75	5.00-6.00 4.50-5.50 4.50-5.50 4.50-5.50 4.50-5.00 4.50-5.25
5 6 7	4.50-5.50 4.25-5.50 4.00-5.50 4.00-5.50		3.00-4.00	2.25-4.00 2.25-4.00))	3.50-3.75	3.00-4.50 3.00-3.75 3.00-3.75	3.75-4.75 5.00-6.25
12 13	4.00-5.00 3.50-5.00 3.50-5.00 3.25-5.00	Last Repo			CENT. SA 3.00	N JOAQUIN 2.75-3.75 2.75-3.75 2.75-3.75	VALLEY DIS	3.50-4.75 4.50-5.50 (26 lb.) 3.50-4.50 3.50-5.25 3.00-4.50 3.50-5.00 3.00-4.00 3.25-5.00 3.00-3.75 3.25-5.00

Prices shown are the highest and lowest reported each day.

Table No. 2 DAILY MAXIMUM & MINIMUM TEMPERATURES AND PRECIPITATION
JUNE 1 TO JULY 14, 1966 PHOENIX SKY HARBOR AIRPORT
(By U. S. Dept. of Commerce, Weather Bureau, Phoenix Sky Harbor Airport)

UNE	Max.	Min.	Prec.	JUNE	Max.	Min.	Prec.
1	101:	59		23	105	70	
2	100	58		24	105	68	
3	99	61		25	107	69	
4	100	50		26	106	74	
5	102	63		27	108	78	
6	102	65		28	109	78	
7	96	65		24 25 26 27 28 29 30	98	86	T
8 9	97	65		30	100	80	.21
9	94	68		JULY 1	106	73	
10	96	5 7		2 3	107	74	
11	97	66		3	107	72	
11 12	104	69		4	109	76	
13	110	73			111	74	
14	112	72		5 6 7	113	68	
15	111	77			108	74	
16 17	109	79		8 9	104	82	
17	106	73		9	104	82	
18	106	73		10 11	105	87	
19	108	68		11	109	79	
20	99	74	.01	12	108	81	
21	105	7 5		13	109	84	
19 20 21 22	103.	70		14	108	75	
	Continue	d over					

Table No. 3

AUCTION SALES: PACKAGES SOLD, PRICE RANGE AND AVERAGE PRICE, BY MARKET ARIZONA GRAPES BY VARIETIES AND DAYS 1966 SEASON

~~~~								~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~
DATE		Pkgs PSON	Price Range SEEDLESS	Average	DATE	Market Pkgs EXOTIC	Price Range	Average
June					June			
28	Pittsbgh	55	A11	4.75	30	Chicago 400	6.00-7.35	7.18
29	Pittsbgh	270	All	4.00	July	00.4		c 08
30	New York	870	3.00-3.05	3.04	5	Chicago 500 New York 460		6.25
30		1072	3.50-5.65			New Tork 400	0.00-0.00	6.83
		1080	A11	4.01 4.25	6	Pittsbgh 130	A11	6.75
July						Chicago 166		6.00
1	New York	960	2.75-2.80	2.78		Phila. 300	5.50-5.55	5.53
5	Phila.	871	3.25-3.30	3.27	7	Pittsbgh. 150	A11	3.25
	Detroit	540	A11	5,00		Pittsbgh 40		6.75
		1120	3.60-3.65	3.63 4.79		Chicago 565	5.90-5.95	5.93
	New York	920	4.75-4.80	4.79		Phila. 667		5.02
_				į		New York 170	4.75-4.80	4.78
6	Pittsbgh	950	3.60-3.65	3.61				
	Chicago	914	A11	3.85	8	Pittsbgh 120		5.00
		1150	2.50-3.35	3.09		New York 300	4.25-4.30	4.28
		1265	3.10-4.70	4.14	••		4	
	Detro1t	780	All	4.50	.11	Chicago 890		4.83
7	Pittsbgh 2	2050	1.30-3.50	2.40		Phila. 390	4.75-4.80	4.78
•		1080	A11	4.00		New YorkC 1410	4.50-4.55	4.52
	New York		2.15-3.45	2.96	12	Chicago 530	5.00-5.05	5.03
_								
8		1129	1.95-2.00	1.98	13	Pittsbgh 150	A11	5.00
		820	3.65-3.70	3.67		Chicago 990		3.42
	Detroit 1	1320	A11	2.50		New YorkC 1400		3.16
11	Madamas 3	0.00	2 72 4 10	0.00		Phila 775	3 <b>,00-3.0</b> 5	3.00
11		1825	2.70-4.10	3.30				
	Phila. I New YorkC 2	1073	A11 2.35-3.05	3.65	14	Phila 540	3.35-3.40	3.40
	Pittsbgh.		2.33-3.05 A11	2.62 4.00		New YorkC 290	4.00-4.05	4.01
	Troppell.	.000	urr	4.00		Chicago 797	2.10-3.05	2.44
13	Pittsbgh.	970	A11	4.20	15	New YorkC 350	2,50-2,55	2.52
	Chicago	630	A11	3.75		202110 000		
					18	New YorkC 1670	3.10-3.80	3.42
14		575	5.00-5.05	5.01		Chicago 486	3.60-3.65	3.63
	Chicago 1	1843	1.85-3.35	2.57	20	New York 1845	2.65-3.30	3.07
15	New York C	860	2.00-2.05	2.02	21	New York 890	2.65-2.70	2.68
20	New York	375	4.50-4.80	4.78		TA GH TOTAL GOO	200-2010	2.00
TOTAL	33	3287		3.37	TOTAL	17371		4.04

⁽ Continued - Next Page )

AUCTION SALES: PACKAGES SOLD, PRICE RANGE AND AVERAGE PRICE BY MARKET ARIZONA GRAPES BY VARIETIES AND DAYS 1966 SEASON 1/

DATE	Market		Price Range	Average	DATE	Market	Pkgs <u>CARDI</u>	Price Range NALS	Average
Tours					]				
June 16	New YorkC	900	6.50-6.55	6.52	June 22	Chicago	590	5.00-6.00	5.50
22	New York Pittsbgh	1090 715	5.40-6.40 All	6.23 5.50	23	Chicago	750	A11	5.05
23	New York	980	4.80-4.85	4.82	30	Chicago	978	2.55-2.60	2.58
	Pittsbgh	230	All	5.70	July 5	Phila.	243	3.10-3.15	3.13
24	Chicago	820	4.65-4.70	4.67					
					6	Pittsbgh		A11	.70
27	Chicago	1125	4.20-4.25	4.24	!	Phila.	635	3.00-3.05	3.00
	Phila.	1111	3.80-3.85	3.83	_	m 43 -	140	A11	4.05
	New York	2240	3.55-5.05	4.31	7	Phila.	140	All	4.05
28	New York	1120	3.25-4.55	3.90	11	Chicago	385	3.05-3.10	3.07
29	Boston	1380	2.40-4.40	2.80	14	Chicago	300	All	1.95
30	Chicago	589	All	8.35	Total		4141		3.43
Jul <b>y</b> 5	Pittsbgh	910	.7580	.75					
Total		13210		4.46					

		SUMMA	RY	<u>1966</u>
	Packages	1965 Average	Packages	Average
Cardinals	21434	2.98	4141	3.43
Perlettes	11214	4.33	13210	4.46
Thompson Seedless	70125	2.75	33287	3.37
Exotic	16771	3.13	17371	4.04
Robins	1065	5.50	None	None
	***************************************		TAL ALL VARIETIES	
		19	66009	3.76
		19	65 126457	2.96
		19	54 101572	3.00
		19	63 98790	4.82
		19	52 986 <i>2</i> 8	4.35
		19	Unavailable	4.82
		19	60 Unavailable	4.83

^{1/} Incomplete - based on price information passing over Market News leased wire circuits.

RAIL AND TRUCK SHIPMENTS GRAPES BY VARIETIES FOR CENTRAL AND WESTERN ARIZONA AND COACHELLA VALLEY DISTRICTS BY DAYS JUNE 1 TO JULY 20, 1966

Packages grapes shipped (rail & truck combined) by varieties central and western Arizona and "Coachella-Imperial-Borrego" Districts 1966 season

_c^	CENTRAL ARIZONA1/		W. Ariz.l/	*Coachella-Imperial-Borrego*27
Rooins Perlettes	31/56 60660	:	859	818909 262663
Cardinal In Seedless	112071 738033		364 6572 700	1217783
Exotic Black Beauty	82395		700	38418 3149
Delights TOTALS	1024915		8495	2340922

Source: Arizona Fruit & Vegetable Standardization Service 2/ Desert grape Advisory Board, Indio, California

Table No. 6

RAIL SHIPMENTS OF GRAPES BY DISTRICTS AND DAYS JUNE 1 - JULY 20, 1966

ATE	Central Arizona	Southern California	Imperial Valley	Central California	TOTAL U.S.
une 1	•	11	-	-	11 11 12
UNE 1 2 3 4	-	11	•	-	11
3	-	12	•	•	12
4	-	15	•	-	15
5 6 7	•	1	-	-	1 24
9	•	2 <b>4</b> 30	i		34
8	3 2 4 2 3 - 5 7 7	30		-	34
9	4	26	i	•	34 31
10	ž	15	ī	•	18
11	3	25	-	-	18 28 13 32 34 35 33 19 24
12 13	-	10	3	•	13
13	5	27	<u>-</u>	•	32
14	7	24	3 2 1	-	34
15	.7	26	2	-	35
16 17	12	20	1	•	<i>33</i>
1/	12 7 8 2 8 12 18 16	12	2	-	24
18 19 20 21 22 23 24 25 26 27 28 29	0	14	2 5	-	-7
30	á	28	-	-	36 42 48
21	12	27	2	1	42
22	18	25	2 3 1	2	48
23	16	26	1	ī	44
24	13	25	-	1	39
25	13 9 6 20 35 30 43 35 38 19 24 33	31	•	2	44 39 42 12 62 84 78 93
26	_6	5	-	5	12
27	20	31	3	8 7	04
20 20	30 30	31	3 1 3	14	78
30	43	31	ĭ	14 18 9 6 8	93
30 ULY 1 2 3 4	35	22	-	9	66 67 37 <u>1</u> 48
2	38	22	1	6	67
3	19	9	1 2	8	37 <u>1</u>
	24	20	-	4	48
5 6 7	33	21	1	30	85 105 80
5	41 26 24	19	1	44 41	105
7	26	12	1	41	54
8	24	0	-	24 42	74 66
9 10	12	11 11 12 15 12 10 12 14 20 12 14 20 21 14 22 22 23 23 24 31 31 22 29 20 21 21 21 21 21 21 21 21 21 21 21 21 21	•	42 14	27
11	14	1	-	60	<b>68</b>
12	6	•	•	74	80
11 12 13 14	18 12 7 6 6 2 2	-	-	60 74 103 75	66 27 68 80 109 77 59 1
14	Ž	-	-	75	77
15	2	-	-	56 76	<u>59 1</u>
16	1	-	•	76	77 -
17	•	-	•	26 93 111 92	26 93 112 93
18 19 20	-	•	•	93 111	93 112
18	1	•	-	777	116

^{1/} Includes Northern California 1

Table No. 7

ARIZONA GRAPE BEARING ACREAGE AT HARVEST TIME,
BY VARIETIES 1965 & 1966 1/

CENTRAL ARIZONA	1965	1966
Thompsons Cardinals Perlettes Exotics Robins	2821 888 186 391 59	2972 629 203 322 42
WESTERN ARIZONA		
Thompsons Cardinals Perlettes Exotics	109 101 3 17	61 10 3 7
TOTAL ARIZONA		
Thompsons Cardinals Perlettes Exotics Robins	2930 989 189 408 59	3033 639 206 329 42 4249

1/ Source: Arizona Fruit & Vegetable Standardization Service.

Table No. 8

## CENTRAL ARIZONA BEARING GRAPE ACREAGE AT HARVEST TIME LUGS SHIPPED INTERSTATE, AVERAGE LUGS PER ACRE SHIPPED INTERSTATE AND TONS GRAPES CRUSHED FOR HIGH PROOF ALCOHOL 1961-1966 SKASONS

SEASON	ACRES	LUGS SHIPPED INTERSTATE	LUGS PER ACRE SHIPPED INTERSTATE	TONS (Packing house culls and vineyard strippings) CRUSHED FOR ALCOHOL 2/
±/		<i>=</i> /	<i></i>	
1961	1736	507,370	292	2,073
1962	1856	613,317	330	3,422
1963	2224	892,094	401	3,882
1964	3752	788,576	210	1,729
1965	4014	1,000,051	249	2,400
1966	4168	1,024,415	246	None

^{1/} Source: Arizona Fruit & Vegetable Standardization Service

^{2/} Source: Crushing Plant.

GRAPES: PRODUCTION BY STATES 1966 WITH COMPARISONS 1965, 1964 AND AVE. 1960-64 Source: July 1 Crop Summary released July 1, 1966, Crop Reporting Board, SRS, U. S. D. A.

STATE			PRODUCTION 1/		
	_	Average 1960-64	1964	1965	Indicated 1966
	-	Tons	Tons	Tons	Tons
New York New Jersey Pennsylvania Ohio Michigan Iowa Missouri North Carolina South Carolina Georgia Arkansas Arizona Washington California, all Wine varieties Raisin varieties		116,000 902 36,040 14,940 53,900 530 3,800 1,070 4,160 1,120 6,400 11,700 54,720 3,014,200 572,000 572,000 544,400 1,897,800	120,000 950 38,200 16,000 70,000 450 4,100 1,500 6,100 1,000 6,600 12,600 56,400 3,145,000 608,000 517,000 2,020,000	153,000 1,350 49,000 21,500 75,000 410 4,200 1,800 7,300 1,300 9,100 15,700 37,000 3,975,000 750,000 650,000 2,575,000	140,000 1,400 39,000 15,000 55,000 320 4,000 1,800 7,000 1,250 3,300 22,000 67,000 3,510,000 700,000 610,000 2,200,000
Raisins 2/ Not dried		221,800 969,800	230,000 987,000	272,000 1,278,000	*****
United States	3/	3,319,976	3,478,900	4,351,660	3,867,070

^{1/} Includes quantities unharvested on account of economic conditions, and excess cullage of harvested fruit. 2/ Dried basis: 1 ton of raisins is equivalent to 4.77 tons of fresh grapes for 1965; 4.49 tons for 1964; and 4.18 for the 1960-64 average. 3/ U.S. total for the 1960-64 average includes production for States no longer estimated.

Table No. 10

AVERAGE MONTHLY TEMPERATURES AT SKY HARBOR AIRPORT											
PHOENIX, ARIZONA FEBRUARY TO JULY											
1962 - 1966 1/											
	<u>1966</u>	<u>1965</u>	1964	<u>1963</u>	1962						
February	49.7	52,4	49,3	60.2	55.7						
March	61.2	56.1	56.5	61.0	56 O						
		30.2	50.5	01.0	30.0						
April	69,8	63.4	65.2	65.8	72.3						
May	80.1	71.8	73.7	80.0	73.5						
June	86.8	79.0	82.6	81.7	83.1						
July	Unavailable	91.0	90.6	92.0	90.2						
March April May June	61.2 69,8 80.1 86.8	56.1 63.4 71.8 79.0	56.5 65.2 73.7 82.6	61.0 65.8 80.0 81.7	56.0 72.3 73.5 83.1						

^{1/} Source: U. S. Dept. of Commerce, Weather Bureau, Phoenix Sky Harbor Airport.

Table No. 11

RAIL UNIDADS OF GRAPES IN 41 U. S. CITIES & 5 CANADIAN CITIES CALENDAR YEAR 1965.

						OTHER PARTY TAKES TACA.	
Albany NY	1	Denver	0	Minneapolis 1/	16	San Francisco 3/	0
Atlanta Ga	1	Detroit	35	Nashville	2	Seattle 4/	1.
Baltimore	9	Ft. Worth	Ō	New Orleans	ī	Washington DC	ī
Birmingham	0	Houston	Ō	New York City	82 35	Wichita	ō
Boston	29	Indianapolis	2	Philadelphia	35		_
Buffalo	29 21 78 15	Kansas City	5	Pittsburgh	28	Montreal Que	41
Chicago	78	Los Angeles	0	Portland	5	Ottawa Ont	ō
Cincinnati	15	Louisville	3	Providence	Ğ	Toronto: Ont	24
Cleveland	20	Memphis	0	St. Louis	14	Vancouver BC	Ö
Columbia SC	0	Miami	2	Salt Lake City	0	Winnipeg Man.	Ō
Dallas	0	Milwaukee	8	San Antonio	Ŏ	TOTAL	485

^{*}Released March 1966 by Market News Branch, Fruit & Veg. Div., Consumer & Marketing Service, U. S. D. A., Washington DC. Note: 1966 unloads unavailable at time of release.

1/ Includes St. Paul Minn. 2/ Includes Newark N.J. 3/ Includes Oakland. 4/ Includes Tacoma